



Appeal of Sign Waiver Request Decision

PLAPP20250187

Samuel Haas | Senior Planner

SCHERTZ
COMMUNITY. SERVICE. OPPORTUNITY.

Background

- Article 11 updates approved on June 17, 2025 (Ord. 25-S-024).
- New Section 21.11.15 Waivers.
 - Allows for applicants to ask for waivers to the sign requirements.
 - Planning and Zoning Commission decides on the waiver requests
 - Appeal of that decision go before City Council

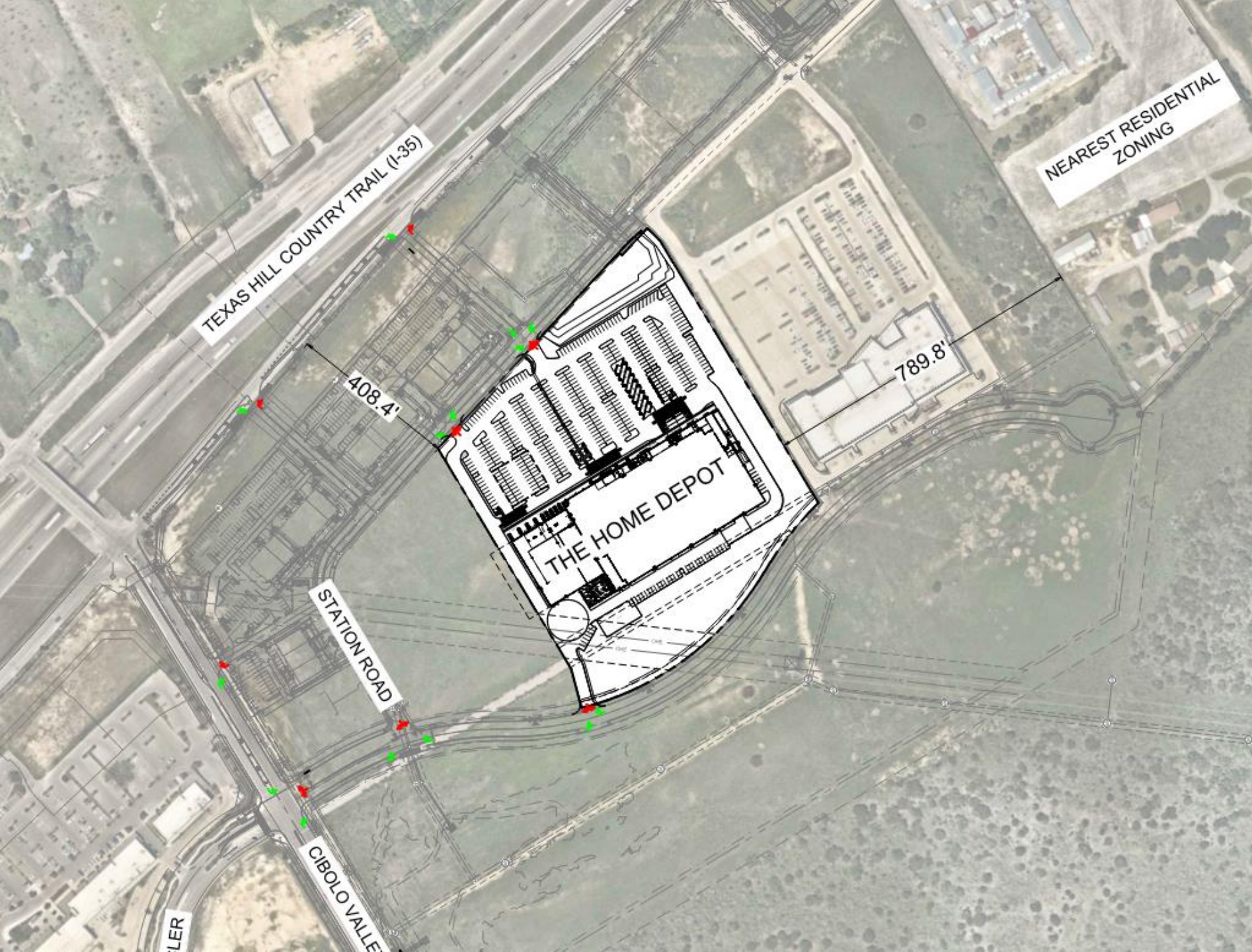
Background

- Article 11 updates approved on June 17, 2025 (Ord. 25-S-024).
- Wall Signs

A. Wall Sign Standards apply per façade. Wall signs may be one contiguous sign or have multiple separate components provided total allowable square footage is not exceeded.

| Wall Sign Standards | | |
|---------------------------------------|---------------------------------|--|
| Roadway Classification | Max Area sq. ft.(per facade) | Maximum Number of façades with signage |
| Interstates & Farm to Market Roads | 250 | 3 per building or tenant |
| All Others | 100 | 3 per building or tenant |

1. Roadway Classification is determined by the address of the building or unit and applies to each allowable sign.
2. Buildings over 100,000 square feet are allowed an additional 100 square feet of maximum signage area.

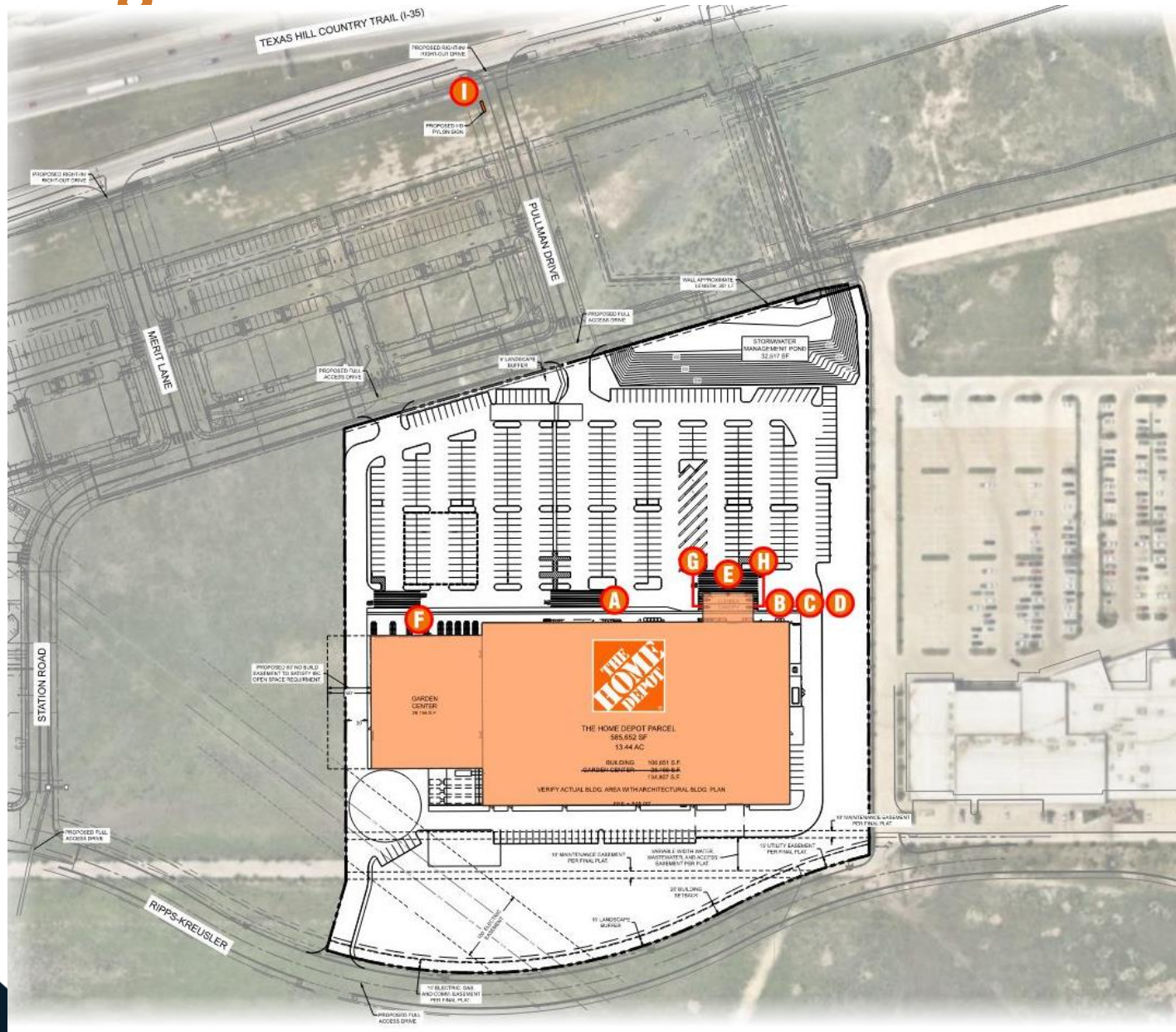


- Schertz Station Subdivision
- Lot 10 Block 1
- Zoning: PDD
- Address: 18541 Ripps-Kreusler
- 136,466-square-foot Home Depot

Background

- Home Depot Wall Signage per Article 11
 - All Others = 100 sq. ft.
 - Additional 100 sq. ft. (per 100,000+ sq. ft. building)
 - Total = 200 sq. ft. per façade (3 out of 4)

Background



NEW THD SIGNS

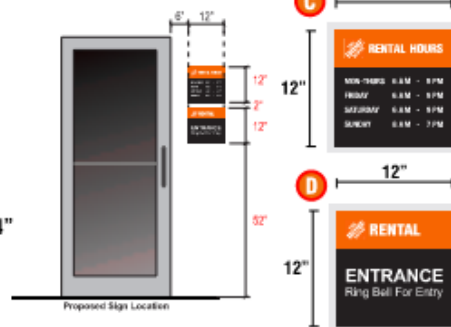
- A** 6'-0" THE HOME DEPOT LED CHANNEL LETTERS
- B** 3'-0" TOOL RENTAL LED SIGN
- C** 12" X 12" NEW TOOL RENTAL STORE HOUR SIGN
- D** 12" X 12" NEW TOOL RENTAL ENTRANCE SIGN
- E** 2'-6" LUMBER LED CHANNEL LETTERS
- F** 2'-6" GARDEN CENTER LED CHANNEL LETTERS
- G** ENTRANCE CLEARANCE PANEL (NON-ILLUMINATED)
- H** EXIT CLEARANCE PANEL (NON-ILLUMINATED)
- I** 8'-0" X 8'-0" THD MONUMENT @ 20' OAH (96 SF)

Background

- Applicant requested a waiver to allow more signage on front facade
 - 580 sq. ft.

I-35 & Cibolo Valley Road - Schertz, Texas 78108

NOTE: INSTALL DIMENSIONS SUBJECT TO CHANGE WHEN SCALABLE ELEVATIONS BECOME AVAILABLE.



Background

- Flower Mound ,TX



Background

- Flower Mound, TX
- 290 sq. ft.



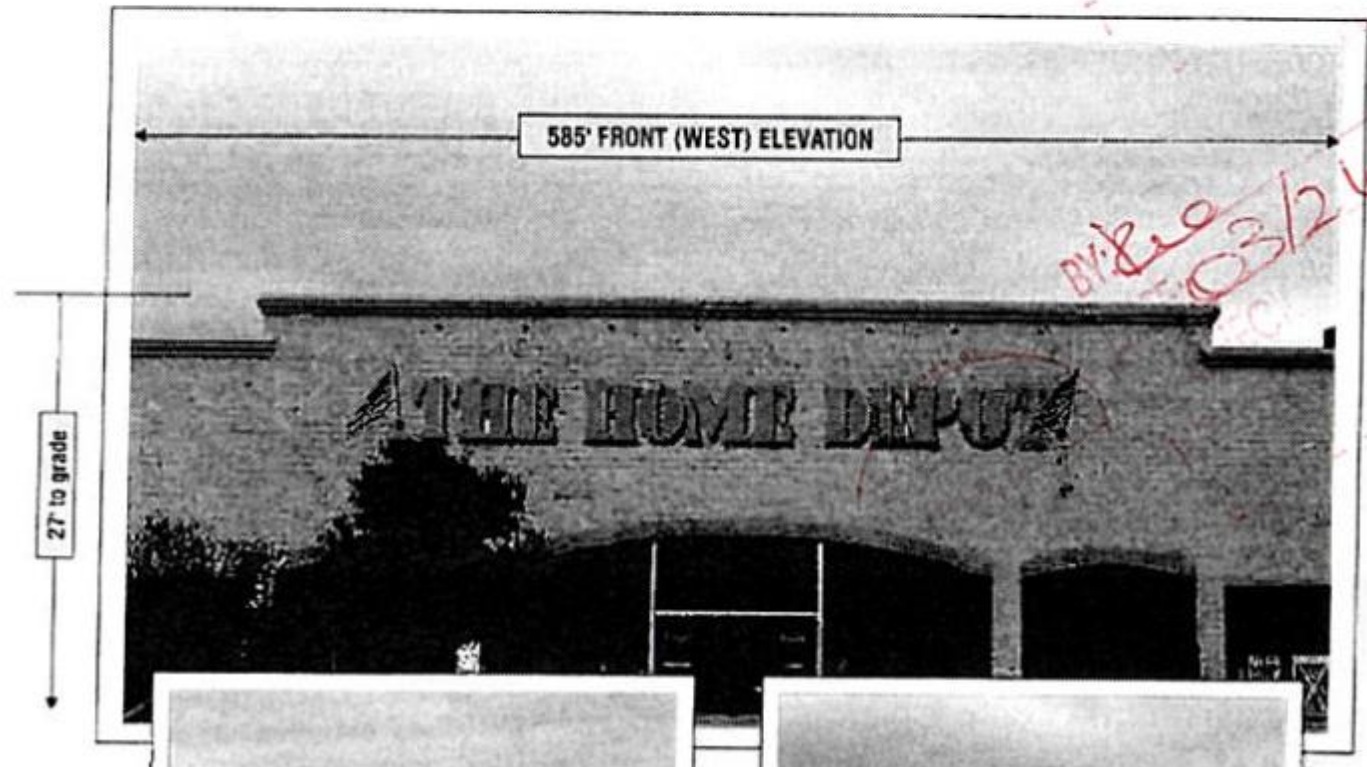
1 THESE ARE HALO-LIGHTED LETTERS: Aluminum faces & returns, Lexan backs. Illumination by WHITE L.E.D.s

| ELECTRICAL NOTES |
|--|
| 1. All materials and fasteners meet 3004.4 |
| 2. All electrical components are UL listed and approved. |
| 3. Sign grounded according to NEC 6007.7 |
| 4. Signs manufactured as per NEC 500 |
| 5. One visible 20 amp disconnect per circuit |

| COLOR SCHEDULE | |
|----------------|-------------------------------------|
| Returns | Akzo Nobel Black (Satin finish) |
| Faces | Painted RAS 150 Terra Cotta (Gable) |

| SQUARE FOOTAGE | |
|---------------------|-----------------------|
| The Home Depot Sign | 58' x 5' = 290' Total |

| ELECTRICAL DATA | |
|---------------------|--|
| Volts | |
| Total AMPS | |
| Circuits | |
| Visible Disconnects | |



Background

- Dallas, TX
- 413 sq. ft.



Development Services Department | Building Inspection Division | 214/948-4480 | www.dallascityhall.com

Address: 6110 LEMMON AVE 75209

Land Use Description: (5213) HOME IMPROVEMENT CENTER/ BLDG MATERIALS SALES Y

Work Description: ERECT ATTACHED SIGN

Owner Or Tenant: THE HOME DEPOT, USA INC
006110 LEMMON AV DALLAS TX 75209

Applicant: MICHAEL PENNER

Contractor: BEACON SIGN & LIGHTING

Business Address: 1234 S ALEXANDER, DUNCANVILLE, TX 75137

Telephone: 972/298-2413 Fax:

Lot: 1 **Block:** 1/5696 **Zoning:** CS,IR **PDD:** **SUP:**

Historic Dist: **Consrv Dist:** **Sq. Ft.:** 413

SPSD:

Color:

Sign Copy: HOME DEPOT

Materials:

Remarks: SUBJECT TO FIELD INSPECTOR APPROVAL; INSTALL 7' X 59' INDIVIDUAL ILLUM CHANNEL LETTER READING "HOME DEPOT"

Background

- Bee Cave, TX
- 290 sq ft.
- Addt'l signage

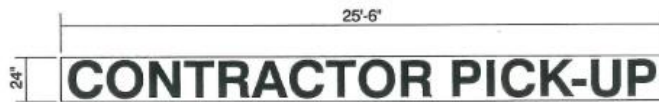


5'-0" Channel Letters (290 Total Sq. Ft.)

- returns and backs to be black
- black Jewelite trim
- #2119 orange Lexan faces
- internally illuminated

3'-0" Single Face Tagline (174 Total Sq. Ft.)

- cabinet and retainers to be black
- panned and embossed Lexan faces
- background to match #2119 orange, copy white with black outline
- internally illuminated



2'-0" Flat Aluminum Panel with vinyl graphics, single faced (51 Total Sq. Ft.)



2'-0" Inset Fabric Graphics; white (29.33 Total Sq. Ft.)



Background

- Staff used UDC Article 21.11.15.B & C. in analysis of waiver request
 - Staff determined that due to the proximity to IH-35 and the large mixed-use nature of the development – the applicant had justification for a larger sq. ft. allotment.
 - However, staff recommended a compromise – considering the address of the property to be off IH 35.

Home Depot Sign Waiver Request

| UDC Code | Applicant Request | Staff's Recommendation |
|--|-------------------|--|
| All Others – 100 sq. ft. 100,000 sq. ft. building – 100 sq. ft. Total = 200 sq. ft. | 580 sq. ft. | Interstate – 250 sq. ft. 100,000 sq. ft. building – 100 sq. ft. Total = 350 sq. ft. |

Background

- The Planning and Zoning Commission held a meeting on July 2, 2025 and considered the waiver request.
 - Only 6 members were present.
- The Commission made two motions on the item.
- The first was to approve the waiver request with Staff's conditions. That motion resulted in a 3-3 tie. The motion failed.
 - The "nay" votes:
 - Applicant's request was appropriate due to the location of the site and the size of the building.
 - Expressed concerns over visibility of the business.
- A second motion was made to approve the applicants request of 580 sq. ft. That motion resulted in a 3-3 tie. The motion failed.
 - The "nay" votes:
 - The city had just recently amended the sign code to allow bigger signs, and that applicants should adhere to the new code.
 - The commissioners also felt that Staff's condition was an adequate concession and a good middle ground solution.
- **Home Depot allowed 200 sq. ft. or wall signage as a result.**

Background

- Applicant appealed

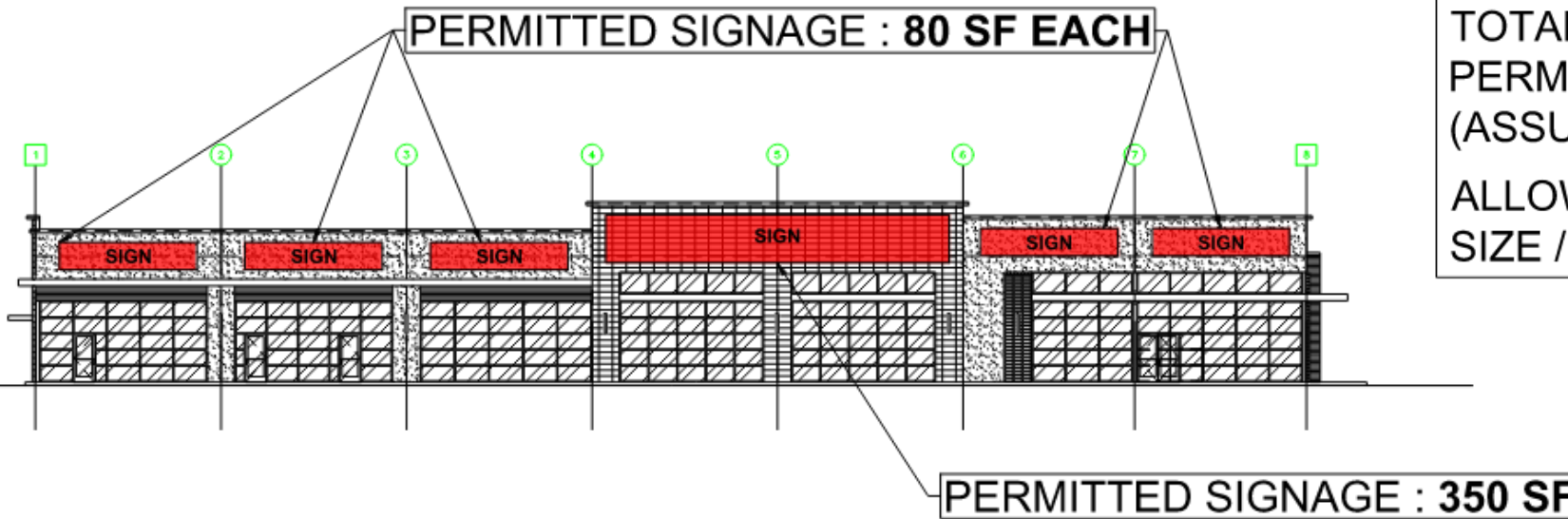
The Home Depot is submitting this appeal request to City Council to follow that tie vote from the Planning & Zoning Commission meeting. We understand staff's recommendation since it is based on how the current code is written. But as evidenced by the graphic attached to this appeal request, the current code language considers smaller commercial buildings and does not have appropriate regulations for standard signage packages that are typical for large commercial buildings.

As illustrated on the attached graphic, per the current code allowances, a retail building of 13,300 SF with a front façade of 4,332 SF is allowed 750 SF of building façade signage. This results in the permitted sign size being 17% of the front facade. The Home Depot's standard building façade signage includes 580 SF of signage on a front building façade of 17,514 SF, resulting in the wall signage being 3.3% of the front building façade.

The design and development team believes that this is a reasonable amount of signage to propose on a building of this size. The team also believes that the approval of this appeal request is still in line with the intent of the City sign code in that this appeal request only allows 580 sf of building façade signage, with that being less than 5% of the façade area of the proposed building. This is much less building façade signage on a percentage basis than the current City code allows for a much smaller building as described above and illustrated on the exhibit included with this appeal request.

Background

- Applicant appealed



| | |
|---|-----------|
| LARGEST MULTI-TENANT BUILDING | |
| BUILDING SF: | 13,300 SF |
| FACADE SF: | 4,332 SF |
| PERMITTED WALL | |
| SIGN AREA: 250 SF PER TENANT | |
| TOTAL WALL SIGN PERMITTED AREA (ASSUME 3 TENANTS): 750 SF | |
| ALLOWABLE SIGN SIZE / FACADE: | 17% |

TOTAL PERMITTED SIGNAGE: 750 SF

UDC 21.4.14.D Appeals

In deciding the appeal, the City Council responsible for consideration of the appeal shall apply the same criteria that govern the initial decision on the Development Application under the provisions of this Article

UDC Article 21.11.15.B & C.

UDC SECTION 21.11.15.B Waiver Considerations

1. The nature of the proposed use of the land involved.

- The use proposed is a large proposed home improvement center.
- Component of a mixed-used subdivision with multifamily and retail / restaurant.



UDC SECTION 21.11.15.B Waiver Considerations

2. The location of the property in relation to roadway classification

- Several public roadways within subdivision.
- Regional destination center.
 - Corner of IH35 & Cibolo Valley Dr.



UDC SECTION 21.11.15.B Waiver Considerations

3. The existing uses of land in the vicinity.

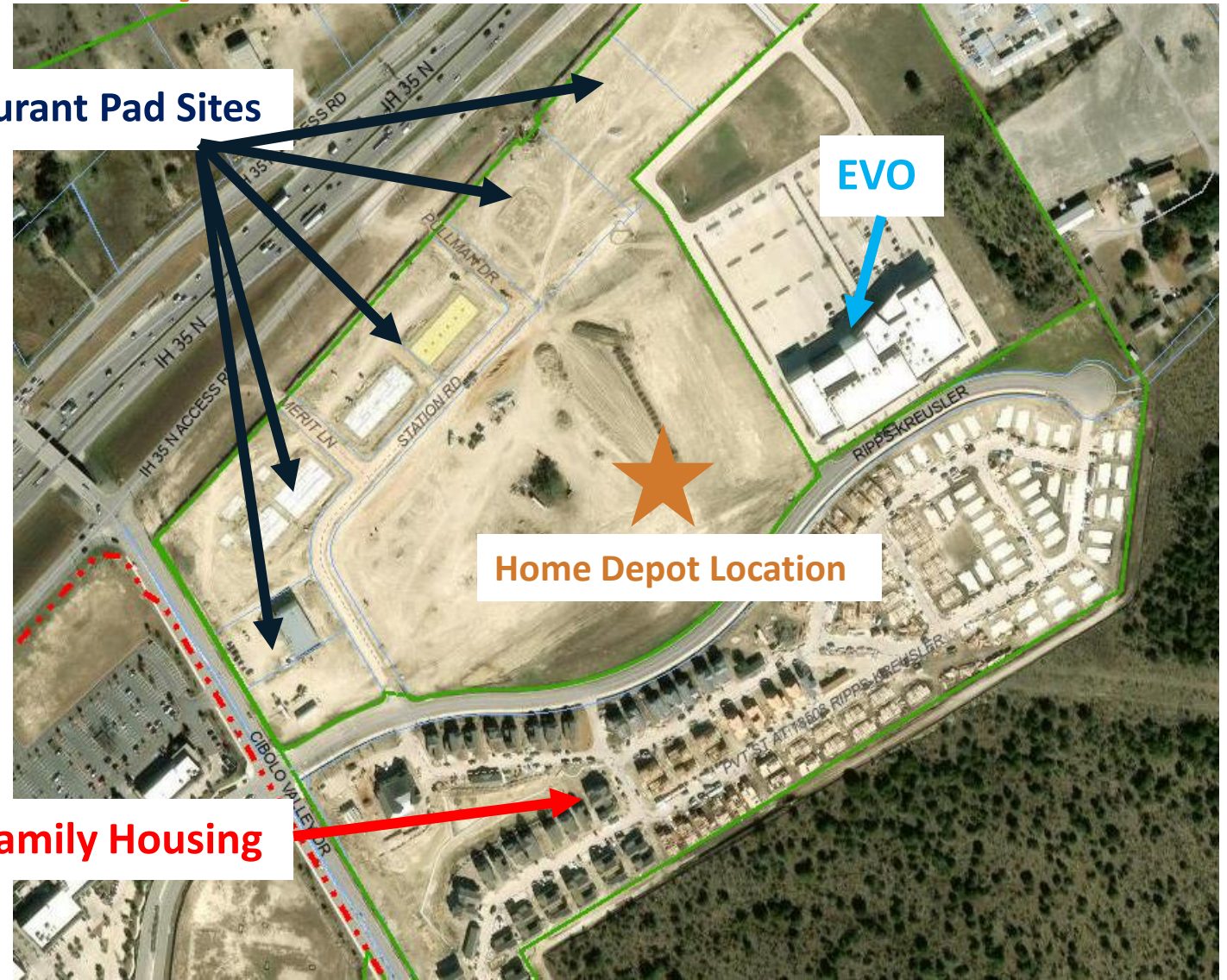
- Schertz Station Subdivision
 - mixed-used subdivision with multifamily and retail / restaurant

Retail / Restaurant Pad Sites

EVO

Home Depot Location

Multifamily Housing



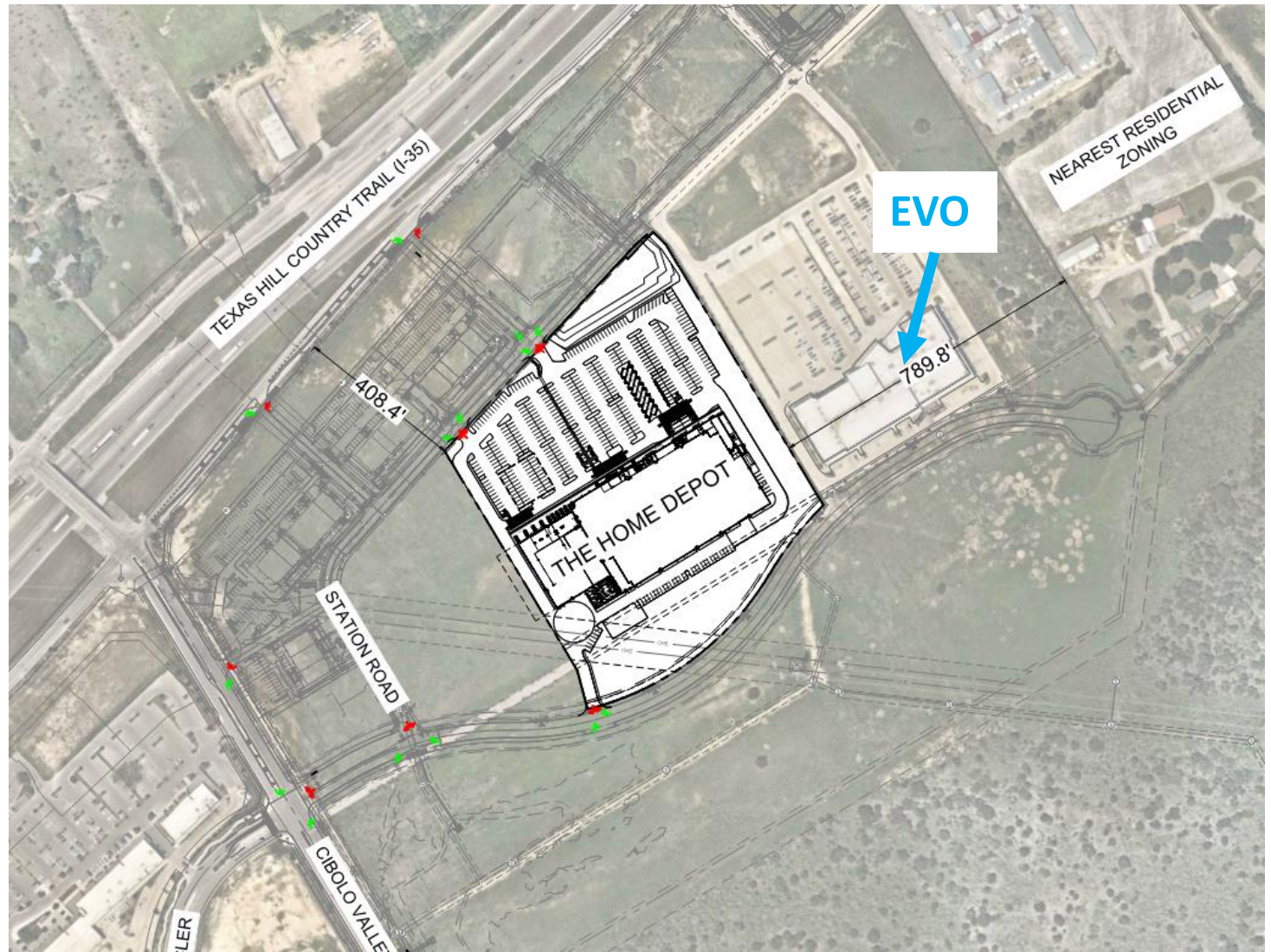
UDC SECTION 21.11.15.C Waiver Considerations

1. That the granting of the waiver will not be detrimental to the public health, safety, or welfare, or injurious to other property in the area
 - Not detrimental to the health, safety and general welfare.
 - Home Depot - anchor tenant
 - Drive commercial activity for the surrounding properties.

UDC SECTION 21.11.15.C Waiver Considerations

2. Strict interpretation of the provisions of the section would deprive the applicant of rights commonly enjoyed by other nearby properties with the same land use that would comply with the same provisions.

- EVO site
 - Similar location in relation to IH-35
 - Allowed 478 sq. ft. sign
 - PDD - 2018



UDC SECTION 21.11.15.C Waiver Considerations

2. Strict interpretation of the provisions of the section would deprive the applicant of rights commonly enjoyed by other nearby properties with the same land use that would comply with the same provisions.

OVERALL SIZE OF SIGNS: (SQUARE FOOTAGE) 343.40 SQ. FT. & 343.40 SQ.FT.

- HEB site

- Similar site
- Allowed 10 total signs
- Total Approx. 1221 sq. ft
- Variance - 2013

182.84 SQ. FT.

59.57 SQ. FT.

58.72 SQ. FT.

59.45 SQ. FT.

50.83 SQ. FT. & 50.83 SQ. FT.

41.97 SQ. FT.

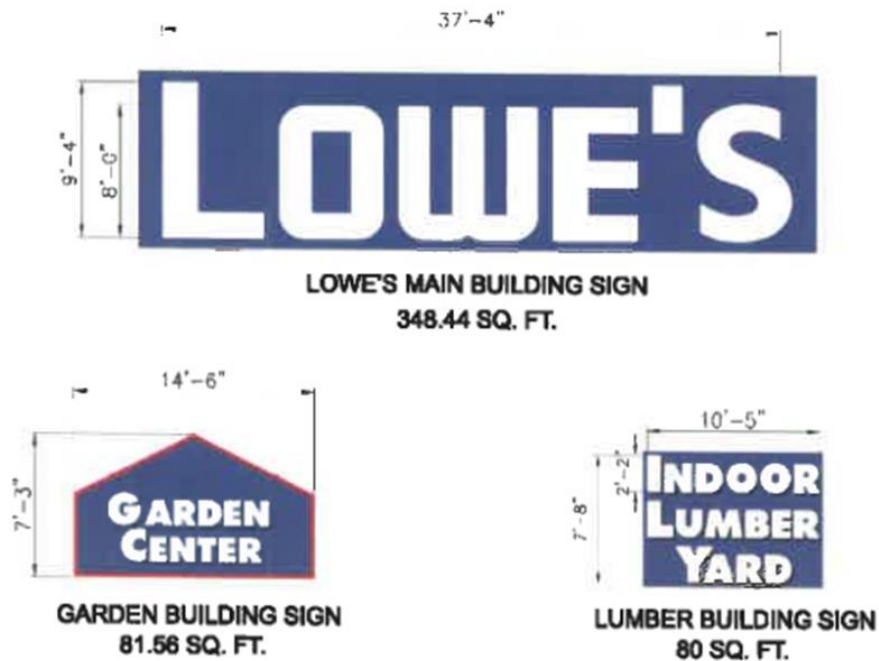
31.66 SQ. FT.



UDC SECTION 21.11.15.C Waiver Considerations

2. Strict interpretation of the provisions of the section would deprive the applicant of rights commonly enjoyed by other nearby properties with the same land use that would comply with the same provisions.

- Lowes site
 - Similar site
 - Total Approx. 510 sq. ft
 - Variance - 2007



UDC SECTION 21.11.15.C Waiver Considerations

2. Strict interpretation of the provisions of the section would deprive the applicant of rights commonly enjoyed by other nearby properties with the same land use that would comply with the same provisions.

- Walmart site
 - Similar site
 - Total 1,113 sq. ft.
 - Variance - 2004

| SIGN | UDC REQUIREMENTS | REQUESTED | VARIANCE |
|-----------|---|--|--|
| Wall Sign | 10% of wall surface or 100 sq. ft. Due to the size of the project, Staff recommends calculating the signage at 10%, which is 2,772. | The applicant is requesting 1,113 sq. ft. of wall signage. | The request exceeds the 100 sq. ft. maximum. The variance is to allow 1,013 sq. ft. of building signage. |



Recommendation

Staff Recommendation

- Staff does not support the request to increase allowable wall signage space to 580 square feet.
- Staff does support increasing wall signage space to 350 square feet
 - IH-35 roadway classification + 100,000 sq. ft. building.

| Wall Sign Standards | | |
|---------------------------------------|---------------------------------|--|
| Roadway Classification | Max Area sq. ft.(per facade) | Maximum Number of façades with signage |
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| All Others | 100 | 3 per building or tenant |

1. Roadway Classification is determined by the address of the building or unit and applies to each allowable sign.
2. Buildings over 100,000 square feet are allowed an additional 100 square feet of maximum signage area.

UDC 21.4.14.D Appeals

City Council may:

- Affirm the Planning and Zoning Commission decision
 - Home Depot would only be allowed 200 sq. ft.
- Reverse or modify the decision
 - Staff's recommendation, or
 - Applicant's request, or
 - City Council's discretion